

**REMARKS**

Applicant hereby responds to the final Office Action of July 16, 2007, in the above-referenced patent application. Before this Amendment, claims 1-24 were pending. Claims 1-24 were rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 6,522,342 (“Gagnon”). By way of this reply, claims 15, 18, 21 and 22 have been canceled without prejudice or disclaimer. Thus, claims 1-14, 16, 17, 19, 20, 23 and 24 are currently pending. Claims 1, 13, 16 and 19 are independent.

Claims 1, 13, 16 and 19 have been amended to clarify the relationship between the Main Program, the Preview Program, and the Program Schedule Information, and all claims have been amended to correct minor informalities. No new matter has been added by way of these amendments as support for these amendments may be found, for example, in paragraphs [0012], [0016], [0044], [0046] and [0047] of the published application (Pub. No. 20020092032).

Applicant respectfully submits that none of the references cited by the instant and previous Office Actions shows or suggests at least the amended limitations of independent claims 1, 13, 16 and 19. In particular, Gagnon discloses a website selection of video segments (*see, e.g.*, Fig. 5, and col. 14, lines 9-12 of Gagnon, relied upon by the Office Actions), which have been incorrectly equated to the claimed “Preview Program.” As described in Gagnon, website sub-segments 222 are used by the user to preview a website. Unlike the claimed invention, the website sub-segments 222 are *not* part of a digital television signal, and are not “simultaneously” received with the Broadcast Schedule Information as claimed. Further, the

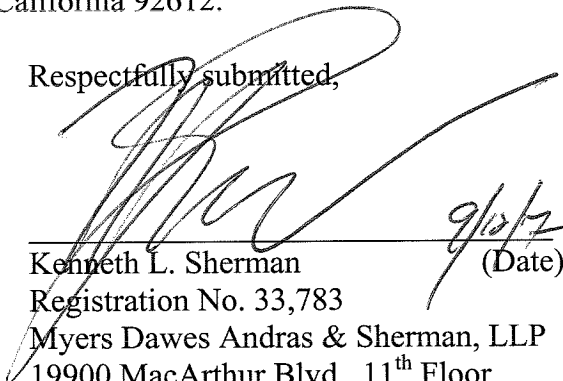
*select* buttons in Gagnon are *always* displayed, as the website sub-segments 222 are downloaded separately from the main program or the program schedules. By contrast, the “icon” for selecting an item of the main program as claimed is only displayed when the current segment Preview Program is being displayed (*i.e.*, “simultaneously”).

Thus, independent claims 1, 13, 16 and 19, and subsequently all the dependent claims, are patentable over the prior art references.

**CONCLUSION**

In view of the foregoing amendments and remarks, Applicant believes that the claims are in condition for allowance. Reconsideration, re-examination, and allowance of all claims are respectfully requested. Please direct all correspondence to **Myers Dawes Andras & Sherman LLP**, 19900 MacArthur Blvd., 11<sup>th</sup> Floor, Irvine, California 92612.

Respectfully submitted,



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